

## Message Text

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ACTION COME-00

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R 071115Z JAN 75

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 9671

UNCLAS TEHRAN 0120

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJ: FY-76 PROGRAM MODIFICATIONS

REF: A. STATE 283412 B. STATE 274510

1. POST APPROVES MOVE TO UPGRADE NUMBER AND QUALITY WASHINGTON-MOUNTED PROMOTIONS AT TEHRAN TRADE CENTER ESPECIALLY IN VIEW OF PROPOSED AGENDA ITEM 1-B OF ECONOMICS AND FINANCE COMMITTEE OF JOINT COMMISSION (REF B). CONFIDENT OUR ABILITY IMPLEMENT NEW PROGRAM IF WASHINGTON ABLE PROCURE. ASSUME REFERENCES TO FY-75 PROGRAM IN REFTEL IN ERROR AND SHOULD HAVE BEEN BY-76. ADDITIONALLY NEED CLARIFICATION RE DELETIONS MENTIONED IN FY-75 PROGRAM.

2. COMMENTS SPECIFIC SHOWS SUGGESTED AS FOLLOWS:

(A) SEPTEMBER 1975 - INSTRUMENTS AND CONTROL SYSTEMS - THEME NEEDS GREATER DEFINITION AS TO PRODUCTS AND CUSTOMERS. BELIEVE THIS CATEGORY BROAD ENOUGH FOR 2-3 SHOWS, E.G. INDUSTRIAL INSTRUMENTATION, MEDICAL INSTRUMENTATION, SCIENTIFIC INSTRUMENTATION. REQUEST CLARIFICATION.

(B) NOVEMBER 1975 - EDUCATION SYSTEMS - SUCH A SHOW SHOULD COM-PRISE EDUCATIONAL SYSTEMS FIRMS, SOFTWARE PRODUCERS, AND, IF HARDWARE IS INCLUDED, FIRMS OFFERING NEWLY DEVELOPED ITEMS NOT PROJECTORS AND OTHER SIMILAR WELL-KNOWN ITEMS SUCH AS WERE FEATURED AT THE NOV 1974 EDUCATIONAL AND TRAINING AIDS EXHIBITION.

(C) DECEMBER 1975 - PRINTING AND BOOKBINDING - RESEARCH ON THIS THEME IS FROM AN AUGUST 1973 GLOBAL MARKET SURVEY (NEAR EAST PRINTING AND GRAPHIC ARTS EQUIPMENT). THIS RESEARCH SHOULD BE UPDATED PRIOR TO THE PROPOSED EXHIBIT TO ENSURE THE SUCCESS OF WHAT IS A GOOD THEME.

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(D) FEBRUARY 1976 - HOUSING SYSTEMS - BECAUSE THE TRADE CENTER HAS

ONLY 165 SQUARE METERS OF ACTUAL EXHIBIT SPACE, IT IS SUGGESTED THAT THE THEME BE AMENDED TO "HOUSING AND BUILDING SYSTEMS", AND THAT IT FEATURES BUILDING MATERIALS, BUILDING TECHNIQUES, AND SPECIALIZED MATERIALS AND EQUIPMENT. THE MARKET FOR THE LATTER IS GOOD AND THE AMOUNT OF INTEREST IN SUCH AN EXHIBIT SHOULD BE HIGH.

(E) MARCH 1976 - PORT FACILITIES - THIS IS A GOOD THEME BUT BASICALLY HAS ONLY A SINGLE CUSTOMER. IT IS SUGGESTED THAT THE THEME BE BROADENED IN SUCH A WAY AS TO INCLUDE MATERIALS HANDLING AND OTHER EQUIPMENT THAT CAN BE UTILIZED IN A VARIETY OF OTHER INDUSTRIES, E.G., INDUSTRIAL SUPPLY CENTERS, WAREHOUSES, THE POST OFFICE, ETC.

(F) APRIL 1976 - METEOROLOGICAL INSTRUMENTS - THEME ACCEPTABLE. NO COMMENT.

(G) MAY 1976 - PROTEIN PRODUCTION EQUIPMENT - THE THEME IS VERY GOOD AND COULD BE A VERY SUCCESSFUL SHOW, HOWEVER, IT IS BELIEVED THAT MUCH SUCH EQUIPMENT TENDS TO BE VERY LARGE AND MIGHT HAVE TROUBLE FITTING INTO THE TRADE CENTER. IS AN OFF-SITE SHOW UNDER CONSIDERATION?

(H) JUNE 1976 - MINING AND METALLURGICAL EQUIPMENT. THEME ACCEPTABLE. NO COMMENT.

3. POWER TOOLS IS SUGGESTED AS A POSSIBLE ALTERNATE FOR THE FY-76 PROGRAM.

4. POST WOULD APPRECIATE EARLY REACTION ITS COMMENTS INCLUDING CONFIRMATION THAT TRADE PROMOTION PROGRAM UNDER DISCUSSION ACTUALLY FOR FY-76 AND CLARIFICATION ON DELETIONS FROM PROGRAM.

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